



Report to the Auburn City Council

Action Item

Agenda Item No.

8

City Manager's Approval

To: Mayor and City Council Members
From: Bridget Powers, Council Member
Date: February 11, 2013
Subject: Regional Resolution of Support for Sacramento Kings

The Issue

Should the City Council pass a resolution showing support for the Sacramento Kings?

Conclusion and Recommendations

Staff has no recommendation; discussion item.

Background

A letter from Daniel Conway, Chief of Staff for Mayor Kevin Johnson is attached requesting passage of a regional resolution showing support for the Sacramento Kings.

Fiscal Impact

None.

Regional leaders,

Hope you all are well. On behalf of Mayor Kevin Johnson, I am reaching out to you regarding our ongoing efforts to save the Kings and develop a new entertainment and sports complex in downtown Sacramento.

As many of you know, Mayor Johnson laid out a four-part "Playing to Win" strategy last month that is guiding our work. We are making great progress on all fronts - a more detailed update is below.

A number of you attended a recent meeting in Senator Darrell Steinberg's office where we discussed how one key part of that strategy will be once again demonstrating the strength of our region as a top NBA market. To that end, we request your help securing passage of a resolution of support by February 20th in your respective jurisdiction. Attached is a draft resolution that can serve as a basis for you and your colleagues. The resolution stresses the importance of the Kings to our region, as well as our strong track record as a top NBA market.

Our goal is to compile resolutions from elected bodies across the region and submit them to the NBA. A broad and regional show of support will send a powerful message about the economic and civic importance of the team and a new arena to our community.

Please contact me at dconway@cityofsacramento.org or 916-346-5388 if you have any questions.

Thank you,
Daniel

Below is the latest on the Kings and the Arena:

1. Local Ownership. To date, 25 prominent leaders from across the region have stepped forward to pledge \$1M each towards the purchase of the Kings. Last week, several in the group had a positive meeting with Mark Mastrov, one potential major equity partner in a new ownership structure.
2. Major Equity Partner. We continue to have positive, productive conversations and hope to announce major equity partner(s) shortly. Once the equity group is in place they will lead efforts to purchase the Kings and partner with the City on a new entertainment and sports complex.
3. Downtown entertainment and sports complex. The Sacramento Bee had a good piece over the weekend that looked at the viability of an arena at the Downtown Plaza. The bottomline is that Sacramento is in the fortunate position of having a city- and NBA-approved arena plan at the Railyards, with the possibility of having another site at Downtown Plaza that's as good or better from the city's perspective.
4. Market viability. Our region has repeatedly proven its commitment to the NBA and has the opportunity to once again demonstrate its strength and viability as a top NBA market. A series of efforts are underway to highlight the strength of fan, corporate and overall community support for the team. We will keep you posted as those efforts come together.
5. Timeline. The key dates are March 1st, the NBA's annual deadline to file for relocation, and mid-April, when the NBA's Board of Governor's meets. Between now and March 1st, demonstrating continued regional support for the Kings by passing

resolutions will bolster Sacramento's case to the NBA. Following March 1st, attention will shift to developing details of an arena plan prior to the April NBA meetings in New York, where Mayor Johnson has been invited to present Sacramento's case to the NBA's Board of Governors.

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Daniel Conway
Chief of Staff
Office of Mayor Kevin Johnson

REQUEST: SECURE PASSAGE BY FEBRUARY 20, 2013

DRAFT

**RESOLUTION IN SUPPORT OF KEEPING
THE SACRAMENTO KINGS IN THE REGION AND CITY OF SACRAMENTO**

WHEREAS, for nearly three decades, the Kings have served as one of the most prominent enterprises in our community, with the ability to promote the six county, twenty-two city region on a national and international scale;

WHEREAS, the Sacramento Kings are a major economic asset, employing approximately 800 individuals in our region on a full- and part-time basis;

WHEREAS, the Sacramento region has proven itself to be one of the top markets in the National Basketball Association, selling out 19 of 27 seasons in one of the 20 largest media markets in the nation;

WHEREAS, in 2012, the City of Sacramento and the N.B.A. reached agreement on a viable public-private partnership for a new entertainment and sports complex in downtown Sacramento that would generate thousands of new jobs and millions of dollars in revenues for the region as a whole;

WHEREAS we believe that the Sacramento Kings are an integral part of the fabric of our regional community.

NOW THEREFORE BE IT RESOLVED that this [BLANK JURISDICTION] strongly supports keeping the Sacramento Kings in the City of Sacramento, and respectfully request that the N.B.A. act accordingly.

Signature Block